



APP INSIGHTS

MARCH 2020

SPECIAL DATES

- 6 Mar National Day of Unplugging
- 20 Mar International Day of Happiness
- 21 Apr World Creativity and Innovation Day



Yolo



12+



17+



17+

Anonymous

Bullying potential

Minimal safety features

WHAT IS IT?

YOLO is an app that allows users to ask each other anonymous questions through their Snapchat accounts.

WHAT ARE THE RISKS?

Even though the terms and conditions state that hurtful or mean comments won't be tolerated, young people are claiming how this is not only being widely ignored, but there is no report feature.

Young people are also letting us know how groups of people are getting together to figure out who sent a YOLO to their 'crush' etc. Reported YOLO 'reveal' websites are also falsely accusing people of sending certain messages, harming vulnerable teens. Sexual requests are also sent through these messages.

! PARENT TIPS

Did you know that fake profiles on Facebook, Instagram, Snapchat, TikTok and Youtube etc is big business? – there is reportedly over 170 million fake profiles on Facebook alone.

Influencers and businesses can 'buy' followers and subscribers to get their pages and content at the top of streaming services, generating more business. However, it can put extra pressure on children and young people to get more views, followers, comments and likes by undertaking risky behaviour.



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Wink



12+



12+



16+

Stranger Danger
Sexual content

WHAT IS IT?

Wink gives users the ability to add new Snapchat friends, using the 'tinder-esque' motion of swiping left and right.

WHAT ARE THE RISKS?

Young children can encounter strangers from their area, or around the world. Profiles of an inappropriate nature were encountered quite quickly by the Perimeter Guardian team when reviewing this app.

Deleting the app and account can prove to be quite difficult too, with users having to send an email 'request to delete' to the app developers.

PARENT TIPS

If your child is broadcasting or posting on sites such as TikTok, Youtube or Snapchat etc with a public profile, you may become liable for defamatory comments made by others.

There is grey area around these new and emerging laws, but parents need to be aware of the consequences they may face.